

In the Claims:

1. (Previously presented) A method of watermarking an image comprising the steps of, applying a first material on a substrate in a pattern corresponding to a digital watermark, said first material being transparent, printing an image on said substrate, said image having different characteristics in the areas where said first material is located, wherein the first material affects the printing of the image to embed the digital watermark in the printed image such that the digital watermark is readable from a digital image scanned from the printed image.
2. (Original) The method recited in claim 1 wherein said first material comprises a transparent wax.
3. (Previously presented) The method recited in claim 1 wherein said first material is applied by using a wax sublimation printing process.
4. (Original) The method recited in claim 1 wherein said image is printed using an ink jet printing process.
5. (Original) The method recited in claim 1 wherein said first material is applied by using a wax sublimation printing process and said image is printed using an ink jet printing process.
6. (Previously presented) A method of watermarking an image comprising the steps of, applying a first material on a screen in a pattern that represents a digital watermark, projecting an image on said screen, said screen reflecting said image with different characteristics in the areas where said first material is located, whereby recordings of said projected image bear said digital watermark.
7. (Previously presented) The method recited in claim 6 wherein said screen is a movie theater.

8. (Previously presented) The method recited in claim 6 wherein a series of images comprising a movie is projected on said screen.

9. (Currently amended) A method of watermarking recorded images comprising the steps of [projected] projecting an image on a screen which has areas with different reflective characteristics in a pattern that represents a digital watermark, recording images from said screen, whereby the recorded images bear said digital watermark.

10. (Previously presented) A material suitable for printing comprising a substrate and a layer of material positioned on said substrate in a pattern that represents a digital watermark, said material being invisible to the human eye and affecting ink deposited on said substrate, wherein the first material affects the printing of an image to embed the digital watermark in the printed image such that the digital watermark is readable from a digital image scanned from the printed image. 9

11. (Original) The method recited in claim 10 wherein said material is transparent.

12. (Original) The method recited in claim 10 wherein said material is a transparent wax.

13. (Original) The method recited in claim 10 wherein said printing is done by an inkjet printing process.

14. (Previously presented) The method recited in claim 9 wherein a series of images comprising a movie are projected on said screen.

15. (New) A screen on which images are projected, the screen comprising:

a pattern of areas having different reflectivity or light absorption properties representing a digital watermark such that when an image is projected onto the screen, the areas modify the projected image so that the projected image bears the digital watermark.

16. (New) The screen of claim 15 wherein the pattern of areas is formed from a coating on the screen.

① 17. (New) The screen of claim 15 wherein the pattern of areas is formed from a layer of adhesive applied to the screen.

18. (New) An object for receiving a printed image, the object comprising:

a substrate; and
a first material on the substrate in a pattern corresponding to a digital watermark, said first material being operable to change characteristics of an image printed on the object according to the pattern to embed the digital watermark in the printed image such that the digital watermark is readable from a digital image scanned from the printed image. ?

19. (New) The object of claim 18 wherein the first material is printed on the substrate.

20. (New) The object of claim 18 wherein the first material changes ink absorption of the object such that the pattern is embedded in an image printed on the object.
